<u>AMENDMENT TO THE CLAIMS</u>:

Please cancel claims 351-395 without prejudice or disclaimer, and add new claims 396-438 as follows:

Claims 1-395 (canceled)

Claim 396 (new): A Web-based consumer product marketing and merchandising network, comprising:

a Web-based subsystem for allowing consumer product management team members to remotely create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered on said network so that said plurality of MMVKs can be installed in and launched from a plurality of HTML-encoded documents accessible on the World Wide Web (WWW) by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any said HTML-encoded document, and

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising and promotional display mode for displaying one or more advertising spots and/or promotional spots, and (ii) a consumer product information (CPI) display mode for displaying a set of consumer product information resources arranged for selection by the consumer;

a second Internet-enabled information server for serving a library of MMVK tags on the WWW for said plurality of consumer products registered with said network;

wherein each said MMVK tag in said library is accessible from said second Internet-enabled information server for installation in an HTML-encoded document by embedding the MMVK tag in the HTML-based document;

a second Web-based subsystem for allowing consumer product management team members to remotely and independently program said set of consumer product information resources displayable during said CPI display mode of each said installed MMVK; and

a third Web-based subsystem for allowing members of the consumer product management team to remotely and independently program the advertising and promotional display mode of each MMVK with one or more advertising and/or promotional spots, as a given application may require;

wherein, upon the Web-browser of the consumer encountering one said MMVK tag installed in one said HTML-encoded document, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser for display and review by the consumer.

Claim 397 (new): The Web-based consumer product marketing and merchandising network of claim 396, wherein said second Web-based subsystem allows members of the consumer product management team of any registered consumer product to create and manage, for each registered consumer product, a consumer product information (CPI) link structure comprising the following items:

(i) a Universal Product Number (UPN) assigned to the consumer product;

(ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 398 (new): The Web-based consumer product information marketing and merchandising network of claim 397, wherein, for each MMVK created and deployed for a registered consumer product on said network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 399 (new): The Web-based consumer product marketing and merchandising network of claim 397, wherein, for each MMVK created and deployed for a registered consumer product on said network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 400 (new): The Web-based consumer product marketing and merchandising network of claim 396, wherein, for each MMVK created and deployed for a particular consumer product on said network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 401 (new): The Web-based consumer product marketing and merchandising network of claim 397, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 402 (new): The Web-based consumer product marketing and merchandising network of claim 396, wherein said set of consumer product information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 403 (new): The Web-based consumer product marketing and merchandising network of claim 401, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 404 (new): The Web-based consumer product network of claim 397, wherein after at lease one said CPI link structure has been initially created for a registered consumer product using said second Web-based subsystem, then a member of the consumer product management team can create and deploy one or more MMVKs for the registered consumer product using said first Web-based subsystem, and then program the advertising and promotional display mode of said one or more MMVKs.

Claim 405 (new): The Web-based consumer product marketing and merchandising network of claim 397, wherein said HTML-encoded documents are selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 406 (new): The Web-based consumer product marketing and merchandising network of claim 397, wherein said HTML-encoded documents are associated with an e-commerce site of a retailer.

Claim 407 (new): The Web-based consumer product marketing and merchandising network of claim 397, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into said network from the manufacturer's supply-chain information management system using electronic file transfer techniques.

Claim 408 (new): The Web-based consumer product marketing and merchandising network of claim 396, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 409 (new): The Web-based consumer product marketing and merchandising network of claim 396, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded document.

Claim 410 (new): A Web-based consumer product marketing and merchandising network, comprising:

a first Web-based subsystem for allowing members of a consumer product management team to remotely create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered on said network, so that said plurality of MMVKs can be installed in a plurality of HTML-encoded documents accessible on the World Wide Web (WWW) by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any said HTML-encoded document;

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information resources arranged for selection by the consumer;

a second Web-based subsystem for allowing members of the consumer product management team to remotely and independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem for allowing members of the consumer product management team to remotely and independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem for allowing members of the consumer product management team to remotely and independently program the consumer product information display mode of each MMVK with said set of consumer product information resources arranged for selection by the consumer;

wherein, upon the Web-browser of the consumer encountering the MMVK tag in one of said HTML-encoded documents, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser for display and review by the consumer.

Claim 411 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein said fourth Web-based subsystem allows members of the consumer product management team to create and manage, for each consumer product, a consumer product information (CPI) link structure comprising the following items:

(i) a Universal Product Number (UPN) assigned to the consumer product;

(ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 412 (new): The Web-based consumer product marketing and merchandising network of claim 411, wherein, for each MMVK created and deployed for a registered consumer product on said network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 413 (new): The Web-based consumer product marketing and merchandising network of claim 411, wherein, for each MMVK created and deployed for a registered consumer product on said network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 414 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein, for each MMVK created and deployed for a particular consumer product on said network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 415 (new): The Web-based consumer product marketing and merchandising network of claim 411, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and

(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 416 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein said set of consumer product information resources are selected from the

group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 417 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 418 (new): The Web-based consumer product marketing and merchandising network of claim 411, wherein after at least one said CPI link structure is initially created for a registered consumer product using said fourth Web-based subsystem, then consumer product management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.

Claim 419 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein said HTML-encoded documents are selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 420 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein said HTML-encoded documents are associated with an e-commerce site of a retailer.

Claim 421 (new): The Web-based consumer product marketing and merchandising network of claim 411, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into said network from the manufacturer's supply-chain information management system using electronic file transfer techniques.

Claim 422 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein the Web browser of the consumer is supported on a client computing

machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 423 (new): The Web-based consumer product marketing and merchandising network of claim 410, wherein said Web browser of the consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded document.

Claim 424 (new): A Web-based consumer product marketing and merchandising network, comprising:

a first Web-based subsystem for allowing members of a consumer product management team to remotely create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for a plurality of consumer products that are registered on said network, so that said plurality of MMVKs can be installed in a plurality of HTML-encoded documents accessible on the World Wide Web (WWW) by consumers using a Web browser;

wherein each said MMVK is implemented by (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is embeddable within any said HTML-encoded document;

wherein each said MMVK, when generated by said first Internet-enabled information server, has a graphical user interface (GUI) characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) display mode for displaying a set of consumer product information resources arranged for selection by the consumer;

a second Web-based subsystem for allowing members of the consumer product management team to remotely and independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem for allowing members of the consumer product management team to remotely and independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem for allowing members of the consumer product management team to remotely and independently program the consumer product information display mode of each MMVK with said set of consumer product information resources arranged for selection by the consumer;

wherein, upon the Web-browser of the consumer encountering the MMVK tag in one of said HTML-encoded documents, the computer-executable server-side component corresponding to the MMVK tag is automatically executed and the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser for display and review by the consumer.

Claim 425 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein said fourth Web-based subsystem allows members of the consumer product management team to create and manage, for each consumer product, a consumer product information (CPI) link structure comprising the following items:

(i) a Universal Product Number (UPN) assigned with the consumer product;

(ii) a Trademark (TM) assigned to the consumer product; and

(iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, that can be selected to program said set of consumer product information resources for the consumer product.

Claim 426 (new): The Web-based consumer product marketing and merchandising network of claim 425, wherein, for each MMVK created and deployed for a registered consumer product on said network, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 427 (new): The Web-based consumer product marketing and merchandising network of claim 425, wherein, for each MMVK created and deployed for a registered consumer product on

said network, the MMVK tag associated with the MMVK is indexed using the UPN assigned to the registered consumer product.

Claim 428 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein, for each MMVK created and deployed for a particular consumer product on said network, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 429 (new): The Web-based consumer product marketing and merchandising network of claim 425, wherein said CPI link structure further comprises, for each consumer product,

     (iv) a Product Descriptor (PD) associated with the consumer product; and

     (v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 430 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein said set of consumer product information resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 431 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 432 (new): The Web-based consumer product marketing and merchandising network of claim 425, wherein after at least one said CPI link structure is created for a registered consumer product using said fourth Web-based subsystem, then consumer product management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.

Claim 433 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein said HTML-encoded documents are selected from the group consisting of Web pages, product images, product documents, and graphical icons.

Claim 434 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein said HTML-encoded documents are associated with an e-commerce site of a retailer.

Claim 435 (new): The Web-based consumer product marketing and merchandising network of claim 424, which further comprises a second Internet-enabled information server for serving a library of said MMVK tags on the WWW for said plurality of consumer products registered with said network; and

      wherein each said MMVK tag in said library is accessible from said second Internet-enabled information server for installation in an HTML-encoded document by embedding the MMVK tag in the HTML-based document.

Claim 436 (new): The Web-based consumer product marketing and merchandising network of claim 425, wherein said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure are imported into said network from the manufacturer's supply-chain information management system using electronic file transfer techniques.

Claim 437 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein the Web browser of the consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 438 (new): The Web-based consumer product marketing and merchandising network of claim 424, wherein said Web browser of the consumer encountering one said MMVK tag further

comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded document.